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Inside Information

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United States Department
of Agriculture

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Public Liaison, Office of Public Affairs, Room 101A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

OKLAHOMA STATE UNIVERSITY HAS AN OPENING FOR AN ASSISTANT EDITOR

Oklahoma State University has an opening for an assistant professor and assistant editor to teach two classes and serve as academic advisor to approximately 30 students majoring in Agricultural Communications. The duties of the position also include overseeing the work of four to eight students assigned to internships.

The position requires an innovative, resourceful person with demonstrated writing skills. Duties will include identifying and writing news and feature stories on subjects of special interest and significance.

Other duties are developing and maintaining awareness of media needs as they relate to resident instruction programs of the college and serving as liaison between the College of Agriculture and the communications media of the state and region, and also maintaining a close working relationship with faculty and students in planning information programs.

Qualifications include a master's degree; demonstrated skill and practical experience in journalism, agricultural communications, or a related area; and ability to work well with people and relate effectively to the general public.

To apply, send a letter of application, resume, transcripts, names and addresses of three references, and samples of published work to: Kevin G. Hayes, Head, Department of Agricultural Communications, Oklahoma State University, Stillwater, OK 74078. Telephone is 405-744-4081.

UNIVERSITY OF WISCONSIN-MADISON HAS AN OPENING FOR AN AGRICULTURAL JOURNALIST

The University of Wisconsin-Madison has an opening for an agricultural journalist. The Agricultural Technology and Family Farm Institute in the College of Agricultural & Life Sciences is seeking someone with strong administrative skills, interests, and academic (research, instruction, and/or extension) experience in the issues involving technology, policy, and agriculture structure with an emphasis on family farms.

This associate or full professor with tenure position will begin on July 1.

Send letter of interest with a biography and three letters of reference to: Rick Klemme, Director, Center for Integrated Agricultural Systems, 146 Agricultural Hall, Madison, WI 53706.

Application deadline is March 31.

AG COMMUNICATIONS CENTER HEAD POSITION AVAILABLE AT THE UNIVERSITY OF IDAHO

The University of Idaho has an opening for head of the Agricultural Communications Center, Moscow. Administrative and professional communications experience is required.

Qualifications include a master's degree, but a doctorate is preferred. Review process begins March 15, and position is available July 1.

For complete description and application procedures, call 208-885-6436.

CORNELL UNIVERSITY HAS AN OPENING FOR A SENIOR AGRICULTURAL SCIENCE WRITER

Cornell University seeks an experienced writer to cover its College of Agriculture and Life Sciences for national and international media and for university audiences. Beat includes agricultural economics, food science and nutrition, microbiology, plant and animal sciences, and interdisciplinary centers concerned with environment and international development, as well as extension work and the independent Boyce Thompson Institute for Plant Research.

Besides reporting on the college's \$60-million annual research program, the writer must convey a sense of the life and vision of this modern, global institution.

Send resume, writing samples, and salary requirements to: Sam Segal, Acting Director, Cornell News Service, 840 Hanshaw Road, Ithaca, NY 14850.

WASHINGTON STATE UNIVERSITY HAS AN OPENING FOR A PUBLICATIONS SPECIALIST

Washington State University has an opening for a publications specialist, faculty, nontenure-track, starting in May or later.

Responsibilities include editing manuscripts, supervising projects through design and production, preparing reports for college administration, and teaching communication skills in training workshops.

Requirements include a master's degree in English, journalism, or a communications-related field; demonstrated skills in editing, publications production; and experience in desktop publishing. Spanish editing skills are desirable.

Send letter of application, resume, official transcripts, five samples edited, completed publications with description of role in each, and three references to: Susan Roberts, Information Department, College of Agriculture and Home Economics, Washington State University, Pullman, WA 99164-6244. FAX number is 509-335-2863.

TWO NEW SATELLITE PROGRAMS SCHEDULED BY THE UNIVERSITY OF MISSOURI-COLUMBIA

The University of Missouri-Columbia is producing two new satellite programs, "Your Newsletter: Make It a Winner" and "Ranly on Writing." Participants in the award-winning 1990 videoconference on how to do a newsletter asked for additional information and review.

These programs are aimed at those people responsible for communicating with internal and external audiences. Participants will have hands-on experience to guarantee they will produce clear, concise, correct, effective, and well-designed communications.

The two-hour newsletter program airs February 27. Topics will include: know your audience, define your purpose, evaluate the effect, and write, edit and design a winner!

Linda Benedict and Jan Colbert, faculty in the University's Extension and Agricultural Journalism programs, will be featured. In addition to last year's videoconference, they have presented over 40 newsletter seminars across the country.

March 14, is the date for the two-hour writing videoconference. It will address correct grammar and punctuation, clear, concise, credible and creative writing. Dr. Don Ranly, MU journalism professor, has received rave reviews from audiences of over 300 seminars he has conducted for business, government, associations, and trade organizations.

To register for these videoconferences, call or write: Joanne Heisler, 1-98 Agriculture Bldg., UMC, Columbia, MO 65211. Telephone is 314-882-2854.

PURDUE UNIVERSITY HAS OPENING FOR NEWS, VIDEO, AND TELECONFERENCE PRODUCER

The Agricultural Communication Service Department at Purdue University has an opening for a news, video and teleconference producer to disseminate information about and generated by Purdue Agriculture.

Responsibilities include:

1. News/Public Affairs Television Production—shooting news interviews and b-roll cover video for distribution to television news outlets statewide and around the region.

2. Instructional Video Production—including audience identification and script development through final production and distribution.

3. Promotional and Teleconference Video Production—special project production on videotape or via teleconference format.

4. Training—Purdue staff and faculty in video uses and production techniques.

5. Maintaining Organizational Objectives—includes, but is not limited to maintaining equipment and materials appropriate to departmental objectives; keeping records and filing reports, summaries, and evaluations as called for; serving on committees and study groups; other production services (narrations, production assistance and slide scripts, etc.) as time permits.

Qualifications include a bachelor's (masters preferred) in communications, journalism, agricultural journalism, or agriculture with emphasis on communication.

Minimum work experience is 3 to 6 years professional video communications or broadcast journalism production experience.

Skills include ability to write, speak and interview effectively; knowledge and understanding of the land grant university system and agriculture, natural resources, and home economics; ability to operate ENG, EFP,

and 3/4' post-production editing equipment; and must be physically fit enough to load, unload, and carry video production equipment.

Send resume, production history, and letter of application to: Mike Kerper, ACS Visual Media Center, B-31 Stewart Center, Purdue University, West Lafayette, IN 47907. Telephone is 317-494-5834.

Applications will be accepted until a suitable candidate is found.

TWO NEW ADDITIONS TO SMALL-SCALE AGRICULTURE ALTERNATIVE FACTSHEETS PUBLISHED

The two newest additions in a series of factsheets have been published by USDA's Office for Small-Scale Agriculture (OSSA), Cooperative State Research Service (CSRS).

"A Small-Scale Agriculture Alternative—Aquaculture," prepared by Thomas S. Handwerker of the University of Maryland-Eastern Shore and George Holcomb of USDA's Office of Public Affairs, discusses the dramatic expansion of U.S. aquaculture production in recent years, the increasing awareness by consumers of the advantages of aquaculture products, and also lists numerous sources of information.

"A Small-Scale Agriculture Alternative—Strawberries," prepared by Holcomb and J.W. Courier of the University of Illinois, discusses planting considerations, choosing the best varieties, new types of strawberries, new production systems, and marketing the crop.

Others in the series have been "Herbs," Foliage Plants," "Mushrooms," "Sheep," "Wildflowers," "Specialty Vegetables," "Exotic Livestock," "Dessert Vines," "Exotic Fruits," "Goats," "Woodlots," and "Beekeeping."

CSRS plans to publish others, including one in the works on "Brambles," and would welcome suggestions for other topics.

The purpose of the factsheets is to help those who want to explore the possibilities of getting into a small-scale agriculture business. The two-sided factsheets emphasize marketing problems and procedures, try to point out pitfalls and ways to aim for success, and give leads on where to look for help.

For further information, contact George Holcomb at 202-447-5746, or Dialcom E-mail AGR204.

Single copies are available at no charge from Howard W. "Bud" Kerr, Jr., Programs Director, OSSA, Cooperative State Research Service, Room 342-D, Aerospace Bldg., USDA, Washington, DC 20250-2200. Telephone is 202-401-4640.

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS NAMES NEW BOARD OF DIRECTORS

The 1991 Board of Directors was announced by the National Association of Government Communicators (NAGC) at its annual conference held December 5-7.

NAGC began in January 1976, an offshoot of two early organizations—the Federal Editors Association (FEA) and the Government Information Organization (GIO). In 1975, members of FEA and GIO voted to abolish the two organizations and establish NAGC. The first NAGC national conference was held the following September. NAGC has eight chapters in five regions across the United States.

New national Board members are: President—Russell Forte, a public affairs specialist with USDA's Office of Public Affairs (OPA); Vice President for Administration and President Elect—Robin PanLener, chief editor for the Minnesota Department of Administration; Vice President for Programs—Tom Kell, public affairs specialist with the Office of Personnel Management; Secretary—Amber Fuller, speechwriter for U.S. Central Intelligence Agency; and Treasurer—Rolle Larson, chief, Editorial Section, U.S. Department of Health and Human Services;

Directors are: Carole Collins, Consumer Information Center, U.S. General Services Administration; Marcella Hilt, USDA's OPA; Mary Ellen Ayres, U.S. Department of Labor; and Jennifer Street, Kentucky Revenue Cabinet.

Immediate Past President is Lew Brodsky, public affairs director, U.S. Selective Service System.

NAGC's National Capital Chapter inducted its new board members on January 30. They are: Margaret McBride, Army Reserve (president); Chris Kelly, Armed Forces Institute of Pathology (vice president for administration); Ben Cromer, Voice of America (vice president for programs); Barbi Richardson, Selective Service System (secretary); Ele Erice, Department of Interior (treasurer); Lyman Coddington, Office of Thrift Supervision (director); and Robert Weed, congressional administrative assistant (director).

IOWA STATE UNIVERSITY'S LEOPOLD CENTER HAS OPENING FOR A TECHNICAL EDITOR

The Leopold Center for Sustainable Agriculture at Iowa State University has an opening for a technical editor. The Leopold Center is a research and education center formed in 1987 to study and design agricultural systems that are profitable and conserving of natural resources.

The new position, technical editor, requires strong technical writing and editing skills appropriate to the process of preparing scientific research results for various audiences.

Qualifications include a degree in technical writing, science writing, English, or a related field; three years experience in technical writing, editing, or publication; and a preferred knowledge of agricultural or environmental sciences.

Send letter of application, resume, and three letters of reference to: Bruce Brown, Assistant Director, Leopold Center, 126 Soil Tilth Building, Iowa State University, Ames, IA 50011. Telephone is 515-294-3711.

RETIRED FARM CREDIT ADMINISTRATION INFORMATION DIRECTOR DIES IN NURSING HOME

W. Gifford Hoag, 81, retired official of the Farm Credit Administration (FCA) died of emphysema on February 20 at the Manor Care nursing home in Fairfax, Virginia.

Hoag, whose entire career concerned cooperative organizations, was the author of a book, "The Farm Credit System: A History of Financial Self-Help," which is used as a training manual by the FCA. FCA is an independent agency that regulates the nation's largest agricultural lender, the Farm Credit System. Originally funded by the federal government, it is now a cooperative system owned by its users.

Born in New York City and a graduate of Cornell University, Hoag went to work for FCA in 1934. From 1951 to 1969 he was director of information at FCA.

Hoag retired from the government in 1974 and went into the agricultural consulting business. He founded his own company in 1985, and retired in 1990.

He was a member of the National Press Club, Sigma Delta Chi (The Society of Professional Journalists), the American Marketing Assn., the Advertising Council of Cooperatives, the American Agricultural Economic Assn., the Agricultural Relations Council, and the National Cooperative Business Assn.

Hoag is survived by his wife and two children.

FOREST SERVICE AND FEDERAL PUBLISHERS COMMITTEE HOLDING DESIGN COMPETITIONS

USDA's Forest Service (FS) is holding a stamp design competition to commemorate the 100th anniversary of the National Forest System. The winning design will be the first in a series of collectors' stamps featuring National Forest System wildlife and habitat. The designer will be awarded \$25,000.

The stamps will be issued and sold worldwide by Asset Marketing Services of Bloomington, Minnesota. A portion of the sale proceeds will be donated to FS to help preserve wildlife habitats, maintain recreation facilities, and assist in reforestation and other conservation activities on system lands.

The \$25,000 award, donated by Asset Marketing Services, specifically will commemorate the 100th anniversary of the Yellowstone Timberland Reserve in Wyoming, the first forest land protected for public use under the Forest Reserve Act of 1891.

For further information and entry forms, write: National Forest System Stamp Program, Asset Marketing, Inc. 3001 Metro Drive, Bloomington, MN 55425. Telephone is 800-777-6468.

To commemorate the beginning of its second decade, the Federal Publishers Committee (FPC) is holding a competition to replace its traditional logo (the venerable colonial scribe). Today, successful publishing of government information requires innovation, good management, and the judicious application of technology. FPC would like a new design that captures some, or all, of these qualities.

The winning designer will receive a prize (not yet determined), fame, glory, credit, and appreciation!

Send design entries of reproducible quality to: John Weiner, Chairman, FPC, Energy Information Administration, EI-23, Washington, DC 20585. Deadline for entries is March 15.

OREGON AGRICULTURAL EXPERIMENT STATION PUBLISHES 100 YEARS OF HISTORY

A new book, "100 Years of Progress," has been published by the Oregon State University Agricultural Experiment Station, College of Agricultural Sciences, in cooperation with the Agricultural Research Foundation.

Commemorating the 100th anniversary (1888-1988) of the Oregon Agricultural Experiment Station, the 154-page hardcover book covers the founding of the station, early research, work during two world wars, the role the station played in Oregon's history, and the modern era of agriculture.

There are sidebars at the end of most chapters that bring history to life with personal interviews or excerpts from other publications.

Illustrated with archival photographs, the publication has a comprehensive index, record of published and unpublished sources, and bibliographic material.

For a single free copy, contact: Publications Orders, Agricultural Communications, Oregon State University, Administrative Services, Building 422, Corvallis, OR 97331-2119. Telephone is 503-737-2513. (Refer to SM89:3)

NOTE: Only a limited number of copies are available. Single copies will be distributed on a first-come, first-served basis until the supply for general distribution is exhausted.

HERE'S HOW MANY PEOPLE THE CID SERVICE REACHES THROUGH JUST ONE SUBSCRIBER

What do people do with the information they retrieve from the USDA's CID (Computerized Information Delivery) Service? Here's how one information and news firm, Oster Communications, uses the information.

Oster Communications has been a CIDS subscriber since late 1986. They're a major user, retrieving 56,709 lines of data last fiscal year. Jim Wiesemeyer and Roger Bernard of the Washington Oster office know exactly what they want from USDA and that's what they go after when they enter the system.

Wiesemeyer describes their staff as "lean and mean" and says they especially like the fact that they can capture the typewriting USDA staffers do on the reports.

Here's what they do with your information and who they reach with it, according to Wiesemeyer. Let's use as an example the "World Agricultural Supply and Demand Estimates" produced by USDA's World Agricultural Outlook Board.

1) They retrieve the full 32-page report, make only slight changes—such as breaking it up by commodity. Then they send the entire 32-page report to their readers over their World Futures News service, similar in style, Wiesemeyer said, to Reuters or Knight Ridder. On a typical day, information on that service reaches 25,000 people.

2) After rewriting it, information from the WASDE report goes directly to 'thousands of farmers' over "Globalink," Oster's own online service, Wiesemeyer said.

3) A recent addition at Oster is a series of "900" numbers, over which they provide voice reports on "crop updates," "trader updates," and similar categories of information. Farmers who want to get information orally can dial in. Wiesemeyer said thousands do.

4) Oster uses information from the WASDE report in its two monthly magazines, "Futures," dealing with trade, and "Corporate Risk," a management publication.

5) "Landowner" is a bi-weekly newsletter, one of four Oster publishes. Others are "Corn Soybean Profit Alert," published on Wednesdays; "Commodity Closeup," published Thursdays; and "Pro-Farmer," Fridays.

Wiesemeyer tells how he can pull a release off CIDS late Friday, rewrite it on the screen in his Washington, DC, office and transmit it by electronic mail to his headquarters in Iowa, which takes it down the street to their printer. Within a half hour, USDA to printer, the USDA release is in Pro-Farmer.

Oster is preparing to use inserts highlighting regional information ES loads from its state extension offices and regional news releases AMS, P&SA, NAL, FmHA and others load into CIDS.

6) Wiesemeyer and other Oster staff members give seminars to farmers around the country. They speak for an hour and a half. Numbers range from 300 or, as they were most recently at Mankato, Minn., 500 farmers.

Wiesemeyer said he takes a computer with him and accesses CIDS shortly before he addresses the group. He looks for new useful releases he can share with the farmers and sometimes turns the tables into overhead projection vu-graphs.

"As CID has grown, it has helped our company grow," said Wiesemeyer.

"Our effort is to help a farmer get through a complex program, such as the California drought," said Wiesemeyer, and he uses information from the CID Service as one of the many tools to do it.

So through Oster, a given piece of information can read 100,000 farmers and others and help them make their decisions.

Oster is one of several news and information services subscribing to the CID Service. Some others are AgriData Resources; the American Farm Bureau; Bonneville Telecommunications; California Agricultural Technology Institute; B.T. Tymnet; Communications Providers; Consensus, Inc.; Doane Information Systems; Data Resources; Export Network; Feed of the Market; Intellibanc Corp.; Joint Procurement Agencies, Inc.; Knight-Ridder Financial News; Leidahl Communications; Little Electronic Publications; Master Productions; Nexis; Pioneer Hi-Bred International; Sosland Publishing; STAT Publishing; and many more.

For further information on the CID Service, contact: Russell T. Forte, 202-447-5505; Dialcom e-mail AGR205.

THE PENNSYLVANIA STATE UNIVERSITY HAS RELEASED ITS NEW 1991-92 AGRONOMY GUIDE

For advice on planting, fertilizing, spraying, or harvesting your crops, Penn State University has published the 1991-92 Agronomy Guide.

The expanded 165-page publication contains sections on corn, grain sorghum, soybeans for grain, and small grains and forages. Included for each crop is information on varieties, nutritional requirements, pest control, and harvesting. There are new sections in the guide on integrated pest management, problem weeds, soil erosion, and conservation plantings.

Among those working on the guide were extension agents and university faculty. Government agencies, businesses, and producers also contributed expertise.

The guide is available for \$6 from county extension offices, or from the Publication Distribution Center, 112 Agricultural Administration Building, University Park, PA 16802. Telephone is 814-865-6713.

For more information, contact: Elwood Hatley, 814-863-1013.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

April 4:

TYPEWORLD'S GRAPHIC COMMUNICATIONS 3 SEMINARS & EXHIBITION

Philadelphia Civic Center, Philadelphia, Pennsylvania

Contact: 1-800-331-5706

April 10:

AGRICULTURAL COMMUNICATORS IN EDUCATION SOUTHERN REGION MEETING

Lexington, Kentucky

Contact: Haven Miller, 1-606-257-3784

April 28 - May 1:

PENN STATE EXTENSION TECHNOLOGY CONFERENCE

Hershey Park, Pennsylvania

Contact: Computer Services, 814-863-3449

May 13:

HOW MAGAZINE'S DESIGN CONFERENCE

Omni International Hotel, Miami, Florida

Contact: 800-666-0963

May 24:

ACE D.C. AND NORTHEAST REGIONS CO-SPONSORED SPRING WORKSHOP

National 4-H Center, Chevy Chase, Maryland

Contact: Colleen Kelly Clark, 301-405-6953

June 4:

39TH ANNUAL TECHNICAL WRITERS' INSTITUTE

Rensselaer Polytechnic Institute, Troy, New York

Contact: Robert Krull, RPI, 518-276-8260

June 29 - July 3:

75TH INTERNAT'L AGRICULTURAL COMMUNICATORS IN EDUCATION CONFERENCE

The Rushmore Plaza, Rapid City, South Dakota

Contact: Emery Tschetter, SD State University, 605-688-4187
